

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: December 3, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Kirsten Andresen Bell
Kristin Riefflin
Louie Richmond
Re: November 2007 Public Relations Activity Report

Press Received:

Based on RPR review of local newspapers, regional magazines and trade publications as well as Allen's Clipping Service:

November 21, 2007	<i>Tri-City Herald</i>	Circulation: 40,927 Ad value: \$272.88	Walla Walla's Winemaker's Fete was included in the "Wine country weekends" section.
November 30, 2007	<i>Write for Wine blog</i>	Circulation: N/A Ad value: N/A	Walla Walla's Winemaker's Fete and Holiday Barrel Tasting was included in the "What's Going On..." events calendar.
			Total circulation: 40,927 Total impressions: 102,317 Approximate ad value: \$272.88

Pending Press:

- Walla Walla will be included in an item in *Wine Styles*, a new publication by the publishers of *Wine Spectator*.
- *Seattle Magazine* is considering including a feature on Walla Walla's B&B's; currently they are in the research phase and are planning the feature for fall 2008.

Writing:

- Drafted and delivered Walla Walla Winemakers' Fête at The Marcus Whitman Hotel & Conference Center press release.

Projects:

- November 28 – Tourism Walla Walla conference call with Kirsten Andresen Bell, Kristin Riefflin, Michael Davidson, and Alexa Palmer to plan Walla Walla Gourmet Getaways package for February 2008.
- Coordinating information with client regarding Walla Walla Gourmet Getaways, will draft press release once information is received. Plan to target Spokane, Tri-Cities, and Portland area print, radio and TV media.